

# RELATIONSHIP STRATEGY

PERSONAL SELLING



# EMOTIONAL INTELLIGENCE

Know Yourself

Understand  
Others

# KNOW YOURSELF

Self-Awareness - The ability to accurately perceive your emotions and stay aware of them as they happen.

Self-Management - The ability to use awareness of your emotions to stay flexible and positively direct your behavior.

# UNDERSTAND OTHERS

Social Awareness - The ability to accurately pick up on emotions in other people and understand what is really going on.

Relationship Management - The ability to use awareness of your emotions and the others' emotions to manage interactions successfully.

# KEYS TO PARTNERING

- Shared Values - Find Them
- Purpose of the Relationship
- Supporting the Needs of the Customer; help them achieve their goals.





# RELATIONSHIP STRATEGIES

WITH FOUR GROUPS

Customers

Secondary  
Decision Makers

Support Staff

Management

# YOU WILL BE TOLD “NO”

## Self Image

Shaped by the ideas, attitudes, beliefs, feelings and other thoughts you have about yourself that influence how you relate to others.

**Self Confidence** - supports your actions and ability to build relationships

### Change it!

- 1.) Focus on the Future, learn from mistakes and do not dwell on the past.
- 2.) Become an Expert, you will become more valued.
- 3.) Positive Mental Outlook - Optimism
  - Stop Looking for a Problem in Everything



# ENHANCING YOUR SALES RELATIONSHIPS

## Win-Win Philosophy

Helps others solve their problems/answers their questions.

Eliminate what caused the problem, shouldn't happen again.

Make life better for themselves and those around you.

Learn from past mistakes, correct them, and pursue the next challenge.

Make Commitments to themselves and others, and keeping them.





# ENHANCING YOUR SALES RELATIONSHIPS

**Character - the mental and moral qualities distinctive to an individual.**

ex.) Honesty, Morals, Trusting

**Integrity - the demonstration of your character in what you say, what you know, and what you do.**

Having these characteristics helps a sales person not only gain customers but maintain them.



# NON-VERBAL STRATEGIES

## The First Impression

- In Person
- Over the Phone
- Video Conferencing
- Email
- Others





# Non-Verbal Messages

Communication performed through:

- Facial Expressions
- Voice Tone
- Gestures
- Appearance
- Posture



Entrance and Carriage

Greetings

Facial Expressions

Eye Contact

# APPEARANCE

Simplicity

Appropriateness

Quality

Visual Integrity





# VOICE QUALITY

Speed of Voice

Expression

Avoid Dull and Colorless  
Conversation

Make it Meaningful



# MANNERS IN RELATIONSHIPS



Addressing Prospects

Avoid Personal Views

Avoids Offensive Comments or  
Stories

Effective Voicemails

Discussing Business at Appropriate  
Times

Technology Appropriate

Respect their Time



# CONVERSATIONAL STRATEGIES

Show Genuine Interest

Active Listener

Speak to other Persons Interests



# CONVERSATIONAL STRATEGIES

Here and Now Observations

Compliments

Mutual Acquaintances or Interests



# SELF IMPROVEMENT STRATEGIES

- Set Goals
- Visualization
- Positive Self Talk
- Recognize your Progress

